



2024

IMA BIENNIAL CONFERENCE

MENTORING MOMENTUM

Moving Forward and Building Traction

Sponsorship Opportunities



**INTERNATIONAL
MENTORING ASSOCIATION**
WWW.MENTORINGASSOCIATION.ORG



**26-27
FEBRUARY
2024**



**Hilton University Place
Charlotte
North Carolina**



INTERNATIONAL MENTORING ASSOCIATION

Dear Prospective Sponsor:

The International Mentoring Association (IMA) is pleased to invite organizations/companies and individuals to serve as sponsors for the 2024 Conference, scheduled for **February 25-27, 2024** at the **Hilton University Place in Charlotte, North Carolina, USA**. International and national conference attendees will represent corporate, health care, higher education, youth, non-profit, PreK-12 education, academic research, and government mentoring programs. The conference features two days of concurrent sessions, three keynote speakers, and plenary/ concurrent sessions as well as ongoing opportunities for networking with scholars and professionals in the field of mentoring. This year's conference theme is **Mentoring Momentum: Moving Forward and Building Traction**.

Serving as a sponsor for this prestigious conference is an opportunity to showcase your organization/company or individual entrepreneurial talents for leading professionals and scholars in the field of mentoring. This marketing opportunity will benefit a limited number of sponsors as well as the potential for continued business for your organization/company. Due to the committed professional base of attendees at this conference, we are confident you will find your participation worth your investment. We have carefully selected potential sponsorship businesses to receive this invitation. This venue is a specialized marketing and business opportunity with cross-industry mentoring professionals. Please review the sponsorship levels at the end of this letter and let me know as soon as possible of your interest.

You may contact us directly at the email address below to discuss your interest or questions. We are excited to share this invitation with you and look forward to hearing from you!

Sincerely,


Andrea Engler


Lisa Fain


Karin Polifko

Conference Chairs

SPONSORSHIP OPPORTUNITIES

SPONSORSHIP AMOUNT

OPPORTUNITY

Pre-Conference

Snacks / Refreshments

\$1,000

Day 1

Opening Luncheon / Keynote Speaker

\$5,000

Day 1

2nd Keynote Speaker

\$5,000

Day 1

Networking Reception 4:30 p.m.
and Awards Ceremony

\$8,000

Day 1

All day Beverages / Snacks

\$2,500

Day 2

Business Meeting / Breakfast

\$3,000

Day 2

All Day Beverages / Snacks

\$2,500

Day 2

Luncheon / Keynote Speaker

\$5,000

Conference Notebooks and Pens

\$1,500

Program Printing and Signage

\$2,500

Swag Bags (with organization/company logo)

\$3,000

T-shirts

\$3,500

Board of Directors Dinner

\$1,500

Student Attendee Scholarships for 5 students
(covers cost of attendance + 1 year
membership in IMA student) *15 available*

\$2,000



INTERNATIONAL

MENTORING ASSOCIATION

www.mentoringassociation.org

conference2024@mentoringassociation.org

EXHIBITOR OR VENDOR (\$350)

- Exhibit for 2 days.
- Recognition in program and at conference opening and closing sessions.
- Booth location in main area of conference.
- 6 ft. table & tablecloth provided.
- Exhibitor Pass.
- Conference registration needed for participation in keynote sessions, concurrent sessions, meals, or other attendee activities.



BRONZE SPONSOR (\$1,000)

- Recognition in program and at conference opening and closing sessions.
- Booth location in main area of conference (if desired).
- Materials in registration bags.
- Web site link on the IMA page for one month and logo on registration website.
- One Exhibitor Pass.

SILVER SPONSOR (\$2,500)

- Recognition in all marketing and program materials, including website.
- Recognition in program and at conference opening and closing sessions.
- Booth location in main conference area (if desired) and one Exhibitor Pass.
- Materials in registration bags.
- Web site link on the IMA page for two months and logo on registration website.
- Marketing opportunities during lunch sessions.
- One complimentary conference registration.
- One Exhibitor Pass.
- 1/4 page advertising in Connection magazine for 6 months prior to conference.



GOLD SPONSOR (\$5,000)

- Recognition in all marketing and program materials, including website.
- Recognition in program and at conference opening and closing sessions.
- Booth location in main conference area (if desired) and one Exhibitor Pass.
- Materials in registration bags.
- Web site link on the IMA page for three months and logo on registration website.
- Marketing opportunities during lunch sessions.
- 3 complimentary conference registrations.
- 1/2 page advertising in Connection magazine for 6 months prior to conference .
- One Exhibitor Pass.

PLATINUM SPONSOR (\$7,500 AND ABOVE)

- Recognition in all marketing and program materials, including website.
- Recognition in program and at conference opening and closing sessions.
- Preferred booth location in main conference area (if desired) and one Exhibitor Pass.
- Materials in registration bags.
- Web site link on the IMA page for six months and logo on registration website.
- Marketing opportunities during all conference venues: Pre-conference, luncheon, and evening networking reception.
- 5 complimentary conference registrations.
- One Exhibitor Pass.
- 1 page advertising in Connection magazine for 6 months prior to conference.





CONFERENCE PRICES

- Non-member: \$475
- Member: \$425
- Non-member Early Bird \$425 (Register by November 1, 2023)
- Member Early Bird: \$375 (Register by November 1, 2023)
- Student: \$250 (includes 1-year IMA membership)

If you purchase a 1-year membership during conference registration, you can get the member rate for conference.

IMA MEMBERSHIP PRICING:

- Individual
 - 1 year - \$150
 - 3 years - \$400
 - 5 years - \$700
- Non-Profit (includes 2 linked membership accounts) \$250
- University / Corporate / Government (includes 5 linked membership accounts) \$625
- Student \$75

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